



Program #60110 - Communications Unit FY 2025 Department Requested

Department: Sheriff **Program Contact:** Chris Liedle
Program Offer Type: Operating **Program Offer Stage:** Department Requested
Related Programs:
Program Characteristics: In Target

Executive Summary

The Communications Unit is a bridge between the Sheriff’s Office and the public to connect, engage and empower members, residents, communities, partners and the media alike in Multnomah County and beyond. The Communications team provide accurate, time-sensitive information necessary for the public to make informed decisions, and shares and publishes agency news and event highlights to increase community and membership engagement, works professionally and effectively with the media and furthers transparency by facilitating public records processes.

Program Description

The Communications Unit is responsible for developing, implementing, and managing the agency’s communication strategies. A work team of three FTE and one supervisor facilitate projects, complete products, and drive initiatives addressing internal and external communications. The team continuously monitors and evaluates such strategies to improve reach and engagement.

As the Multnomah County Sheriff’s Office has grown, and its scope of services expanded, so too has the challenge of maintaining a shared organizational direction. Critical to MCSO’s success, is that all members of its diverse workforce feel present, connected, proud, and inspired. Our internal communication strategy continues to be shaped in hopes that member’s ideas are lifted up and able to drive the success of the agency. The Communications Unit produces public relations and marketing content, such as social media posts, press releases, infographics, photos and videos, and manages the agency’s internal and external facing webpages, social media accounts and Sheriff’s video projects, among many other tools, to effectively and creatively communicate to diverse audiences through various channels.

Agency communication is a key component of MCSO’s mission by providing information necessary for the public to make informed, sometimes life-saving decisions. The Communications Unit includes a Public Information Officer, who delivers vital information to the public during an emergency or crisis, such as a natural disaster or criminal investigation. The unit ensures the public’s access to timely and accurate information by working professionally and effectively with media and community organizations, and collaborating with intergovernmental stakeholders to create public safety, health, and wellness messaging campaigns. The unit furthers agency transparency by facilitating a high volume of public records requests, and strives to not only maintain, but forge new relationships with community partners and organizations. MCSO shares and publishes agency news and event highlights to increase community and membership engagement and understanding of public safety.

Performance Measures

Measure Type	Performance Measure	FY23 Actual	FY24 Budgeted	FY24 Estimate	FY25 Target
Output	Social media posts	1,095	1,200	1,100	1,100
Outcome	Social media post engagements	90,000	325,000	100,000	100,000
Outcome	Communications development projects	2	3	3	3

Performance Measures Descriptions

The significant change in budgeted to estimated Social media post engagements in FY24 is the result of a change in the method by which the unit analyzes data, changes in ownership and operation of X (formerly known as Twitter), and social media companies’ changing definitions of the term engagement.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Department Requested General Fund	Department Requested Other Funds
Program Expenses	2024	2024	2025	2025
Personnel	\$392,955	\$0	\$424,163	\$0
Contractual Services	\$28,000	\$0	\$35,000	\$0
Materials & Supplies	\$11,000	\$0	\$17,000	\$0
Internal Services	\$12,056	\$0	\$19,638	\$0
Total GF/non-GF	\$444,011	\$0	\$495,801	\$0
Program Total:	\$444,011		\$495,801	
Program FTE	2.00	0.00	2.00	0.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

Last Year this program was: FY 2024: 60130 Communications Unit